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# The Flower Beautiful



## The Gladioli Book

WILDHAGEN BULB FARMS  
WATERLOO, IOWA

# *The Value of Knowing How*

*By FRED O. WILDHAGEN*

I SUPPOSE it's twenty-five years since I grew my first Gladiolus. I remember it was one of those old-style varieties—dark red, about eighteen inches high and with small flowers, headed a good deal like our Primulinus. What a difference from the gorgeous beauties I grow nowadays! I've always grown things as long as I can remember. I'd rather dig and plant, I'd rather watch the buds come on the little green swords of the Gladiolus than any play or any picture I ever saw. I suppose it's because I love it so that plants and bulbs and I get along so well together. And that probably is what interests you. I do my growing well, because I like it. But you get what you order, strong, fully grown, true to name Gladioli, because I know my business, as well as love it.

There are, I have heard, Gladioli catalogs which bear the names of men who never grew a Gladiolus for market. But I grew most of the bulbs you will order from this book. I watched some of them grow from rare imported bulbs purchased from the best Gladiolus growers in Europe—some of them, I am glad to say, friends of mine for years, Gladiolus lovers, every one, like myself. Strange how well you can do a thing if you love to do it.

I wish you could drive out to Wildhagen Bulb Farms this summer. Do so if you are anywhere near Waterloo. I'd like you to walk down the rows on rows of blazing bloom. Never a white bulb where a red bulb should be. Never a nameless stranger in a row of costly bulbs. That's how and why you get bulbs true to name.

The beds are fields devoted to years of strawberry raising; rich, warm, early soil especially suited for production of strong, well-developed, mature bulbs.

Then how I watch the work! Not from my automobile, but right there with my men—every operation is in the hands of skilled men and I personally plan and supervise the work. When you order from this book I want you to get what you order and to have the satisfaction with your purchase to which you are entitled. So I'm just a little old-fashioned in my methods in order that I may be sure you will not be disappointed. And you will not be. My personal service to you is to see that at every step of the way I know what I'm doing. I know what my men are doing and I know what I'm shipping to you. So I can give you my personal guarantee, which is this:

*"If at any time you are not satisfied with your purchase I will either replace it or refund your money."*

All you have to do is to tell me what happened. If we are wrong, the guarantee stands as above.

# *The Gladioli Book*

—THE FLOWER BEAUTIFUL

**THERE is but one reason for your growing Gladiolus. That reason is the Gladiolus itself. F.O.W.**

## *The Flower Beautiful For You*

**G**ROW Gladiolus. None of the flowers of all the flowers I know and have grown can give so great satisfaction to so many kinds of people. There is a Gladiolus for every garden. There is never a garden but what well-selected Gladioli will make better and lovelier. The Gladiolus is never out of place, always in taste, fresh and beautiful to the last bud. Grow Gladioli; they will give you supreme satisfaction.

See what you can do with the Gladiolus: Do you want bloom to set off the formality of a hedge or clump of shrubbery? Plant rows of Gladiolus. The combination is charming.

Does your heart rejoice in a riot of color? Plant Gladiolus in beds. Group your colors as your artistic sense may tell you—there is no limit to what can be done.

Would you have a point of color here and there? Plant Gladiolus and be as daring as you like. Really, friends, I know no flower which so truly meets the requirements of every one as does the Gladiolus. Infinite in variety, in colorings how superb! Dainty, fragile as orchids or a blaze of color. Take your choice. Whatever you want you can have in Gladiolus.

We have, for instance, in this catalog shown only about 50 varieties—the choicest we have. We could easily have shown a hundred for we have them. They run the entire scale of colors and every one seems more lovely than the last.

Moreover, it's the Queen of cut flowers, blooming to the very last bud, a sturdy, plucky Flower Beautiful for you. Plant Gladiolus.



# *The Gladioli Book*

—THE FLOWER BEAUTIFUL

## *The Legend of the Gladiolus*

(Gladiolus means "Little Sword.")

When the Fairies fought  
With the Goblins of old,  
In the forest deep and dark,

Came a day of doom  
When the hosts of dark  
By magic black and cold

Bent the swords of light  
As steel is bent  
By fiercest flame, I'm told.

So backward they fled  
In headlong flight  
Through meadows of gleaming green,

Where Gladioli grew  
With never a bloom  
But with "Little Swords" long and keen.

"Our blades are sharp,  
Take ours," they cried,  
"Nor blackest magic dread."

The bright fairies stopt  
short  
In the midst of their flight  
And armed again well and  
true

With the swords of green  
Drove the hosts of night  
To their dens in the caves  
again.

The battle o'er the fairies  
asked  
"Gladioli what gift will you  
have?"  
"Give blooms that we be  
No more ashamed  
Give blooms, bright blooms  
Ere we die."

"Have your wish, be it so."  
The fairies reply,  
"We'll give you your great-  
est desire."

Since then, Gladioli  
Of all flowers that grow  
Have the fairest of bloom  
for their own,

And bloom from the dawn  
Till the setting of sun  
And morning sees blooming  
again.

Permission is hereby given to any  
child who wishes to recite the above  
verses in school.



# *The Gladioli Book*

—THE FLOWER BEAUTIFUL

## *Why I Recommend the Gladiolus*

By *FRED O. WILDHAGEN*

IT IS easy to grow, yet it repays royally the greatest care you can give it. It is a strong, sturdy plant. Grows almost anywhere, for anybody.

It is so dainty, so appealing, every blossom a study in itself; that rare combination, color together with form and size.

It is without an equal as a cut flower. It blooms till the last bud.

There is unlimited variety and color for the choosing. One always regrets he didn't plant more of them. That's how the Gladiolus grips the fancy.

It lends itself to decorative effects. The Gladiolus is clean-cut, definite. There is no sloppiness about it. It is upright, graceful yet strong like the brush strokes of an artist genius, not one misplaced or wasted.

Those who grow the Gladiolus find themselves depending on it more and more each year. It responds to your care with a lavish repayment in color and beauty. I urge you to plant a real selection this year. 'Twill repay you best of all you plant.

Think of going into your own garden, cutting a stalk with fifteen to twenty buds on it and to see every bud blossom into a flower four, five, or even six inches across! Never an Orchid in deepest jungle of Asia can surpass the Gladiolus at its best.

Gladiolus blooms from June to frost. You yourself may have them this way if you choose. Simply plant a succession. You never know how much you like Gladiolus till you see a great bed of your own in full bloom.



FRED O. WILDHAGEN

# The Gladioli Book

—THE FLOWER BEAUTIFUL

## How to Take Care of Gladiolus

**D**ON'T be afraid to plant a good assortment. They are not at all hard to bring to bloom. Buy from one who makes a business of raising bulbs *for the market*. You will be better satisfied. Wildhagen Bulbs are solid, fully grown, and true to name.

When buying, do not select the largest bulbs; in fact, some varieties never grow big bulbs. See, rather, that the bulbs are well shaped, firm and well developed. A big soft bulb is a weak or worthless one.

Gladiolus does well in most soils, but should get the full sun. Make ready the soil as early as practicable. Do not use stable manure unless it can be applied in the fall and thoroughly worked into the soil in spring. Bone meal and lime are often used and should be well worked in.

In beds, plant bulbs four or five or six inches apart and hoe them well. You will be repaid with a blaze of gorgeous colors. Keep down the weeds.

For cut flowers, plant four to six inches deep, depending on size of bulb, and in rows eighteen inches apart. Three inches apart in the row is enough. Don't get them upside down! Many lovers of Gladiolus plant a succession from early spring till July.

Keep the weeds down, especially after the spike appears. The Gladiolus responds to plenty of water but does finely on short rations if the ground is kept thoroughly worked. If you use water, do it after sunset.

In the fall, when the leaves turn brown or the frost comes, dig the bulbs. You will find them nestled in a cluster of little bulbs. Cut the stalks right at the bulb. Cure in sun or a dry room. Keep in flat boxes or baskets 8 or 10 degrees above freezing if possible (40 degrees.)

### CARE OF CUT FLOWERS

Your Gladiolus is your prize garden flower. But what a cut flower if you give it a chance! Cut a long spike, three or four feet, leaving a few leaves only on the bulb. Do this when the first bud opens; bring into the house and keep the old flowers picked off. Every bud will open. Every one will have its best color. There is no finer cut flower.

### MASS PLANTING

Such wonderful color effects can be achieved by only a little care as to planting that we can not refrain from mentioning the opportunity you have. Imagine a bank of varieties on the pink order—from the Early Pink, Mrs. Keur, on up to the flaming Princeps or Mrs. Francis King. Then the orange and yellows, such a variety! If you dare, plant the red varieties, like Crimson Glow, War, or Miss Beecher and next to it the pure white of L'Immaculée, Peace, White Glory or Lily White.

Take your color chart (page 6) and try your hand. It will reward you handsomely.

# *The Gladioli Book*

—THE FLOWER BEAUTIFUL

## *Life History of a Wildhagen Bulb*

**A**LMOST anybody can raise Gladioli and bring them to bloom—if he has a good bulb to start with. And there's the difficulty. For the raising of sound, good, true-to-name Gladiolus bulbs is more than growing blooms. It's a science. It only comes after years of experience.

When you get a Wildhagen bulb you will find it solid, well-shaped and true-to-name. It will grow and furnish you blooms according to the kind you bought. That's what you have a right to expect.

Few people know how to raise Gladiolus bulbs for market.

It begins two years or more before your order comes in.

We plant the little black bulblets, using every possible precaution to avoid error. These baby bulbs are given every care in culture; a number of very important operations must be done here, just right at just the right time. The result is a crop of bulbs less than half inch up to one inch in size. These are the bulbs from which *your* bulbs are grown and if they were poor or weak you would receive poor, weak bulbs.

But right there is where our care and the facilities we have serve you.

The bulbs are dug early—but not too early—and cured with the greatest care. Next spring they are planted and in the fall *your* bulbs are harvested.

What then? Well, first they are cleaned, then cured in trays built for this purpose. Our curing room is 120 feet by 60 feet, and often is stacked with these trays to the ceiling. When the curing has progressed far enough the bulbs are cleaned and the curing finished. Next they go to the sorters. These are special machines made in Holland—by hand, I believe. They sort ten sizes at one time without bruising or breaking.

The bulbs are then stored till the orders are put up.

Can you imagine the opportunity for error all along these many varied operations? There might be but for an intense amount of personal supervision. On the other hand, the wholesale curing, storing and sorting give opportunities for doing each operation well, doing it thoroughly and very cheaply.

You will, perhaps, be surprised at the low prices for the quality of goods you receive. You will wonder how we can do it. The answer is, quantity production, plenty of room, and quality strains of Gladioli from the very beginning.

Let me suggest one thing: Early orders likely give the best satisfaction. While we have a very large stock, yet the very bulbs you want we might not have on hand, if you wait too long before sending your order. Do it early and you're sure to get just what you want and no delays.

# *The Gladioli Book*

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## *Wildhagen Bulb Farms Color Chart*

Consult this chart freely and plan your order by colors. It will surprise you what effects you can achieve.

### WHITE

Carmen Sylva, Chicago White, Crystal White, Europa, Giant White, Glory of Holland, Lily Lehman, Lily White, L'Immaculee, Peace, Rogue Torch, Willie Wigman.

### CREAM AND YELLOW

Alice Tiplady, Eldorado, Flora, Golden King, Loveliness, Niagara, Schweben, Sunbeam, Yellow Hammer.

### ORANGE

Mrs. Fryer, Orange Glory, Prince of Wales.

### PINK

America, Arizona, Arizona Rose, Cattleya, Early Pink, Evelyn Kirtland, E. J. Shaylor, Halley, Independence, Maiden's Blush, Mrs. Dr. Norton, Mrs. Keur, Myrtle, Panama, Pink Perfection, Mrs. Frank Pendleton, Rose Glory, Wilbrink.

### BLUE

Baron J. Hulot, Blue Jay, Conspicuous, Nora, Rev. Ewbank.

### RED

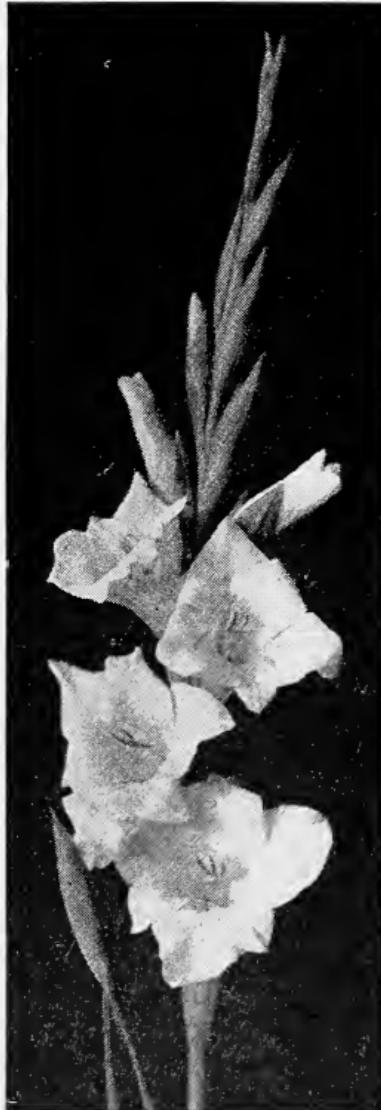
Electra, Empress of India, Ida Van, King Philip, Mohawk, Mrs. Francis King, Mrs. Watt, Princeps, Principe, Purple Glory, Red Emperor, War.

### LAVENDER

Louise, Scarsdale.

### A SUGGESTION

Get a piece of paper and a pencil now. Plan your Gladiolus garden now. Know just where and what varieties and colors. There's a lovely surprise in store for you if you do this.



# *The Gladioli Book*

—THE FLOWER BEAUTIFUL

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## *Alphabetical Index and Price List*

There are many varieties we have which we do not list below. If you wish any particular variety, order it. The chances are we have it. If not, we can very promptly get it from our own connections.

*AMERICA*—Beautiful, soft shell pink, with a lavender tinge. Flowers are very large, wide open, with several blooms open at one time. Very popular, and one of the easiest to grow.

3 for 15c, 12 for 45c, 100 for \$3.00

*ARIZONA ROSE* (Kunderd)—A large flower of the rose-pink color. Almost a solid color. Very choice, tall, strong grower.

3 for 30c, 12 for \$1.00, 100 for \$7.00

*ALICE TIPLADY*—A grand, large primulinus of most beautiful orange saffron. Very choice.

3 for 75c, 12 for \$2.50, 100 for \$16.00

*BARON HULOT*—Deep violet-blue with well opened flowers of medium size. Tall, strong grower.

3 for 25c, 12 for 80c, 100 for \$6.00

*BLUE JAY*—Beautiful pale blue, with white blotch, large flowers; a very distinctive variety.

3 for 50c, 12 for \$2.00

*CATTELYA*—Charming soft-white, heavily suffused lavender and pink. Large wide open flowers.

3 for \$1.00, 12 for \$4.00

*CHICAGO WHITE*—A fine white variety with lavender stripes on lower petals. Medium-sized flowers borne on a tall spike and from seven to eight flowers open at one time.

3 for 15c, 12 for 45c, 100 for \$3.00

*CARMEN SYLVA* (Prestgard)—Almost pure white, medium tall, ideal cut flower, rapid multiplier, very popular variety.

3 for 75c, 12 for \$2.50, 100 for \$16.00

*EARLY PINK*—Pink, large open flowers, beautiful salmon-pink color.

3 for 15c, 12 for 45c, 100 for \$3.00

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*ELECTRA*—Orange red; large flower, small white blotch.

3 for 25c, 12 for 80c, 100 for \$6.00

*EMPEROR OF INDIA*—A rich, dark red—a rare and beautiful color. One of the best of recent novelties. Certificates of merit from Haarlem and London in 1912.

3 for 30c, 12 for \$1.00, 100 for \$7.00

*EUROPA*—A very fine white Gladiolus, of perfect form, with many pure white blooms open at once. The formation is close and compact, making a magnificent spike of wide-open flowers.

3 for \$1.00, 12 for \$3.50

*EVELYN KIRTLAND*—Companion to Gretchen Zang. Charming rose pink blooms, very long stalk.

3 for 50c, 12 for \$1.50, 100 for \$12.00

*E. J. SHAYLOR* (Kunderd)—Tall, very strong plant and large blooms. A beautiful, pure deep rose-pink. Extra choice.

3 for \$1.00, 12 for \$3.50

*FLORA*—Very fine golden yellow, large flowers of fine form.

3 for \$1.50

*GLORY OF HOLLAND*—A new white with slight tinting of pale pink and anthers of delicate lavender. Blossoms large and gracefully set on a tall spike. One of the finest whites.

3 for 40c, 12 for \$1.00, 100 for \$10.00

*GOLDEN KING*—A brilliant golden yellow, with intense crimson blotch in throat, giving a magnificent effect. Flowers well opened and well set on a very graceful spike. One of the best of the yellow-throated varieties.

3 for 45c, 12 for \$1.25, 100 for \$11.00

*GIANT WHITE* (Kunderd)—An extra large white of great size and substance. Pure white with elegant slight markings on lower petals.

3 for 60c, 12 for \$1.75, 100 for \$10.00

*HALLEY*—Salmon-pink, large open flowers; very early, and a very profitable market variety.

3 for 15c, 12 for 50c, 100 for \$3.00

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*HERADA*—A novelty of true merit. An intense phlox color, shaded pure purple. A tall grower with large flowers, many open at one time.

3 for 40c, 12 for \$1.50, 100 for \$7.00

*INDEPENDENCE*—Beautiful coral pink.

3 for 15c, 12 for 40c, 100 for \$2.75

*LOUISE*—Lavender, with wine-colored blotch at throat; exquisite.

3 for \$1.00, 12 for \$3.50

*LOVELINESS*—Creamy white, tall robust grower.

3 for 50c, 12 for \$1.50, 100 for \$10.00

*L'IMMACULEE*—Pure white, medium sized flower; tall.

3 for 40c, 12 for \$1.00

*LILY LEHMAN*—Pure glistening white, sometimes slightly flushed pink, resembling white lilies; very graceful. Matchless in form and coloring.

3 for 50c, 12 for \$1.50

*LILYWHITE*—The earliest pure white Gladiolus and the best early florist's white in sight. Healthy, prolific, and an extra fine variety. Try it.

3 for 40c, 12 for \$1.00

*MAIDEN'S BLUSH*—Delicate soft pink, beautiful shade. This is one of the finest of the pink primulinus hybrids. Extra early. Tall grower.

3 for 40c, 12 for \$1.00

*MRS. DR. NORTON*—White with suffused pink edges. Lower petals have a blotch of light yellow specked with tyrian rose. Very dainty.

3 for \$1.00, 12 for \$3.50

*MRS. FRANK PENDLETON, JR.*—Large wide open flowers of beautiful salmon-pink with large brilliant carmine blotch in throat. One of the most gorgeous of gladioli.

3 for 20c, 12 for 75c, 100 for \$5.00

*MRS. FRANCIS KING*—Light scarlet; large flowers. The most widely cultivated red.

3 for 20c, 12 for 75c, 100 for \$5.00

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*MRS. W. E. FRYER*—Fine large orange scarlet.

3 for 15c, 12 for 50c, 100 for \$3.00

*MRS. WATT*—American Beauty color. Nearly all flowers are in bloom at one time.

3 for 25c, 12 for 75c, 100 for \$5.00

*MYRTLE*—Dainty arbutus pink. The finest pink produced in a gladiolus. One of the very earliest bloomers.

3 for 50c, 12 for \$1.50

*MOHAWK* (New)—Large open flower, of a deep cardinal red color, purple reflection at base of petals, white blotch on lower petal, rich and beautiful.

3 for 25c, 12 for 75c, 100 for \$4.50

*NIAGARA*—A light crocus yellow, throat shaded deeper. Large open flowers on a strong spike. For color, texture, and keeping qualities this Gladiolus is one of the best.

3 for 25c, 12 for 75c, 100 for \$4.50

*ORANGE GLORY*—Orange color with lighter throat. Ruffled petals.

3 for 50c, 12 for \$1.50

*PEACE*—Very large white with small violet blotch in throat. Tall grower.

3 for 25c, 12 for 75c, 100 for \$4.50

*PANAMA*—Magnificent large pink. Blooms waxlike and wide open. Winner of many prizes. A favorite.

3 for 20c, 12 for 60c, 100 for \$3.50

*PINK PERFECTION*—In color a true La France pink. Its soft coloring and magnificent bloom make it one of the choicest of the newer varieties.

3 for 40c, 12 for \$1.00

*PRINCE OF WALES*—The very choicest of all salmon varieties, and one of the very best of all Gladioli. Excellent for decorating, and much in demand. Early. A beauty and a winner. Don't overlook it.

3 for 40c, 12 for \$1.00

*PRINCEPINE*—A seedling of Princeps. Beautiful red with large white blotch in throat. Very attractive.

3 for 25c, 12 for 75c, 100 for \$4.50

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*PURPLE GLORY* (Kunderd)—The Giant of the Kunderdi Glory race, and of remarkable color. Deepest velvety maroon red, with almost black blotches, like burned into the petals. Beautifully ruffled. Extraordinary. Only a few bulbs for sale.

Each, \$1.00; 12 for \$10.00

*RED EMPEROR* (Syn. Dominion)—Regal is the only word which adequately describes this Gladiolus. A pure, deep scarlet, immense flowers of great substance, well placed upon a tall spike. A magnificent flower. Do not fail to try this one.

3 for 75c, 12 for \$2.50

*REV. EWBANK*—The finest porcelain blue with a dark blotch. A new variety from Holland. Scarce.

3 for \$1.00, 12 for \$3.50

*ROSE GLORY* (K.)—A very large and beautifully ruffled variety of purest rose-pink; deeper in throat.

3 for \$1.00, 12 for \$3.50

*ROGUE TORCH*—Large white with scarlet feathering on lower petals.

3 for 25c, 12 for 75c

*SCARSDALE*—Long, graceful spike of wide-open flowers. A deep jacinthe, shading to lavender iris with rose tintings.

3 for 40c, 12 for \$1.00

*SCHWABEN*—This is the largest and strongest flowered yellow Gladiolus. A clear citron yellow with aster purple tongue on lower petals. Buds sulphur yellow.

3 for 25c, 12 for 75c, 100 for \$4.50

*WAR*—Deep blood-red, shaded crimson-black, wide-open flowers.

3 for 40c, 12 for \$1.00

*WILBRINK* (New)—This variety has everything to recommend it. Immense blooms of a delightful flesh pink, on a graceful spike. An early and profuse bloomer. A few spikes make a splendid decoration.

3 for 30c, 12 for \$1.00, 100 for \$5.00

*WILLY WIGMAN*—Large, wide-open flower. Bloom of a beautiful blush tint, with long, bright tulip blotch on lower petals. One of the most attractive Gladiolus on the market. Spike of graceful habit, and the effect of the crimson on the cream petals is most pleasing.

3 for 40c, 12 for \$1.00

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## *The Treasure Chest*

This *Treasure Chest* is well named. From its ample depths come enough bulbs to rejoice the eye. A planting that will be the most satisfactory because the loveliest part of your garden. This is a carefully planned selection, certain to give satisfaction.

In preparing the Treasure Chest we have endeavored to fulfill your hopes as to what a Gladiolus garden can be if you can plant only 50 bulbs.

You want variety, lots of color, some cut flowers. You want to show it to the friends and neighbors who come in. The Treasure Chest will make you a happy Gladiolus grower.

50 BULBS      \$5.00  
25 VARIETIES

## *Our Selection*



## *The Birthday Box*

What more suitable gift than flowers? No argument. But go a step farther and give The Birthday Box which provides the pleasure of planting, the delights of growing and the satisfaction of the living, blooming flowers and those flowers Gladioli. No woman who receives The Birthday Box but will be delighted with the gift. You can buy this any time, from November 1st to June 20th. The gift of gifts because of its lasting beauty.

12 BULBS      \$2.00  
12 VARIETIES

*Three White, three Yellow, one Red, three Pink,  
two Lavender (our selection)*

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## *Dollar Selections*

It is astonishing what a dollar will do. Look them over. Here are a profusion of colors and types. These bulbs are our own selection from the alphabetical index, just as you could select yourself, but put up this way for your convenience. One color in each box.

These Dollar Selections are made to fill a large demand. You yourself probably would like to be able to come to me and say, "Mr. Wildhagen, I wish you would just fix me out with a few selections in different colors, so I can arrange them in my garden to suit myself. You ought to know how to do this; won't you do it for me?"

That's just what I have done. These Dollar Selections are made for the expert Gladiolus grower, and will give satisfaction to all. I have done my best and I know you will be pleased.

If you will take my suggestion it would be: Make your garden plan on paper; place each color where you will plant it. Then order enough Dollar Selections to do the work. You are absolutely certain to be delighted with your Gladiolus garden.

The Red Box .....	\$1.00
12 bulbs—8 varieties.	
The Yellow Box .....	\$1.00
12 bulbs—6 varieties.	
The Blue Box .....	\$1.00
6 bulbs—3 varieties.	
The White Box .....	\$1.00
8 bulbs—4 varieties.	
The Pink Box .....	\$1.00
12 bulbs—6 varieties.	
The Lavender Box .....	\$1.00
6 bulbs—3 varieties.	
The Orange Box .....	\$1.00
6 bulbs—3 varieties.	

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## *Strawberries*

YOU can find sufficient room in your garden or back lot to grow enough strawberries to supply your table in season with *fresh, luscious* strawberries, the juicy, sweet kind, and have enough to preserve for the winter use.

It is extravagant to buy your strawberries. *Why not grow them?* We here list four of our most reliable varieties of strawberries. They have proved to be all right in every way and we are positive that they will satisfy everyone who chooses to grow them. They are all heavy yielders of large attractive berries suitable for home use or market.

*SENATOR DUNLAP* (Per.)—The best known variety in the United States, because it bears well in all localities, producing large crops of good-sized marketable berries. It is very hardy, a good plant producer, and does well anywhere strawberries are grown. The berries are firm and solid, uniform in shape, and for canning, preserving, shortcakes, etc., they can't be beat. They are a rich, dark red color, often tipped with pink which makes them very attractive.

Price, \$6.00 per 1,000, \$3.50 per 500, \$2.00 per 250, \$1.00 per 100

*DR. BURRILL* (Per.)—This valuable new variety is a cross between the Senator Dunlap and the Crescent. The berries are larger than the Dunlap, a beautiful dark red color and of excellent flavor. It is one of the best all-round berries. A good plant maker, a big yielder of attractive berries, and does well on any soil.

Price, \$7.00 per 1,000, \$4.00 per 500, \$2.50 per 250, \$1.25 per 100

*PROGRESSIVE* (Per.)—This is the best and most fruitful everbearing strawberry and bears whether planted alone or with other varieties. Its berries resemble the Dunlap in shape and color, but have even a better flavor. When planted in your garden and given the proper care, you can have fresh strawberries from the first of August until frost.

Price, \$2.00 per 100, \$3.50 per 200

*GIBSON* (Per.)—Gibson commences to ripen with Senator Dunlaps, but owing to its great productiveness it continues till quite late. It is a strong grower, with long roots that withstand dry weather, has dark green foliage and lots of it. Berry is extra large and the vines are loaded with fruit. We advise all to try a few Gibsons this spring; you will be delighted with them.

Price, \$6.00 per 1,000, \$3.50 per 500, \$2.00 per 250, \$1.00 per 100

# *The Gladioli Book*

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## *German Iris*

**N**O WONDER they named the Iris after the rainbow! Its colors seem unlimited. The delicate blooms as large as your hand never fail to satisfy. Especially fine for permanent borders. Very hardy and will grow in almost any soil or place where the sun may reach them.

**ALCAZAR**—Very large, broad petals. Standard pale lilac blue with golden bronze throat; falls rich violet purple.

**CANDELABRA**—Light mauve dusted with violet. Falls perfectly limp with sharply defined veins converging to a solid blotch of almost black violet at the ends.

**CAPRICE**—Flowers large and rounded, rich rosylilac, a little darker in the falls, with the distinctive fragrance of bruised grapes.

**ELDORADO**—Fiery opalescent standards, and old gold falls splashed with burnt purple.

**ISOLENE**—Standards pale lavender; falls light purple over-laid brown beard yellow.

25c each, \$2.50 per dozen

**JEANNE D'ARC**—A delicate, dainty sort; white with edges partly checked and scapes heavily suffused in violet.

25c each, \$2.50 per dozen

**LOHENGREN**—A soft shade of Cattleya rose, except for a weakening to almost white at the claws.

**MAGNIFICA**—Warm amber bronze, falls mahogany red, edged and sharply veined at base in yellow.

**MAORI KING**—Short and compact, very free. Standards rich golden yellow, closely incurved; falls velvety red-brown, distinctly feathered.

**MONSIGNOR**—The somberness of its darkly veined crimson purple color enlivened by gleaming violet rays in the standards.

25c each, \$2.50 per dozen

**MRS. REUTHE**—Standards milk white, falls ivory, tinged and faintly checked with pale lilac.

**NIBELUNGEN**—Standards fawn; falls violet, with fawn margin; a handsome variety.

25c each, \$2.50 per dozen

**PALLIDA DALMATICA**—Tall growing; with very large, full-formed flowers of soft lavender, the falls being of deeper hue.

25c each, \$2.50 per dozen

**QUEEN ALEXANDRA**—Rosy lavender suffused with fawn; the falls deep lilac with bronze reticulations.

**RHEIN NIXE**—White; the falls heavily blotched and feathered purple; large golden beard.

25c each, \$2.50 per dozen

**TAMERLANE**—Very heavy foliage and late bloom; falls deep purple, standards light blue.

**ZEPHYR**—Entire flower clear blue-lilac.

Unless noted, 30c each, \$3.00 per dozen

# *The Gladioli Book*

—THE FLOWER BEAUTIFUL

## *Hardy Climbing Roses*

VERY few vines give such an abundance of blossoms as the Climbing Roses. Again there is nothing in cultivation more beautiful and attractive. Surround your house and veranda, cover your pergola, screens, and fences with these famous Climbing Roses. The stock we offer is choice and will give entire satisfaction.

*CRIMSON RAMBLER*—Best known of the climbing roses and most popular; no need of describing its clusters of crimson flowers and many other virtues.

*DOROTHY PERKINS*—A splendid new shell-pink climbing rose. The flowers are borne in clusters of 30 to 40, and sometimes even 50 to 60. Large, very double, sweetly scented; a beautiful shell pink.

*DR. W. VAN FLEET*—The flowers when open run 4 inches and over in diameter, are a delicate shade of flesh-pink, full and double, with delicate perfume, and fine for cutting. The foliage is a peculiar shade of bronze-green, large and glossy. The variety is a vigorous grower, immune from mildew.

*GARDENIA*—A strong and vigorous grower, producing large, double flowers singly on the stems. Bright yellow in bud; when open, cream color. 3 to 4 inches in diameter. This plant blooms profusely and the fragrance is delightful. Glistening evergreen foliage. One of the best of this type.

*EXCELSA* (Red Dorothy Perkins)—The color is an intense, clear crimson-maroon, with tips of the petals tinged scarlet. Flowers are large and double.

*HIAWATHA*—Brilliant scarlet; bears large clusters of single flowers; bright, effective and useful for planting in masses.

*SILVER MOON*—The flowers run 4½ inches in diameter, clear silvery white in color, the centers filled with bright yellow stamens. It is very floriferous. The flowers are borne on strong stems, 12 to 18 inches long, and are delicately fragrant. Foliage bronze-green, glossy, and immune from mildew.

*WHITE DOROTHY* (New)—Pure white sport of Dorothy Perkins. A splendid companion for the pink variety, as it flowers at the same time.

Prices for any of the above named varieties, strong two-year-old, field grown plants, 75 cents each; \$7.50 per dozen.

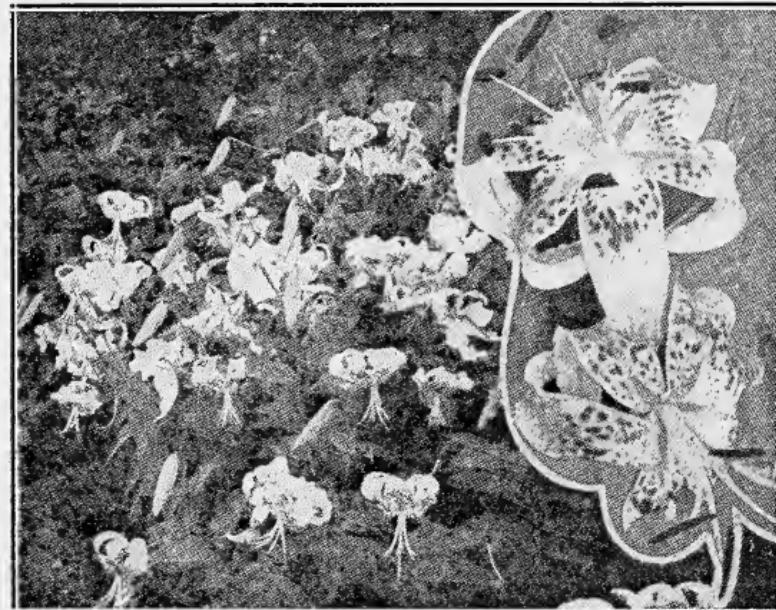
## *Pansy Seed*

We are not in the seed business, but we happen to have a small surplus of Giant Flowering Pansy Seed from an unusually fine strain which we shall offer to our customers until our present stock becomes exhausted. This stock seems to be very vigorous, producing long-stemmed flowers of mammoth size.

Generous Trial Packets.....25c each

# The Gladioli Book

—THE FLOWER BEAUTIFUL



## Hardy, Fragrant Japan Lilies

Lilies are truly beautiful, adding a gorgeous display to all gardens. They are hardy, and increase in size each year. Of easy culture, and do well in a well drained, sandy soil. The soil should be rich, and well watered during a dry period. Plant deeply, about four times the diameter of the bulb.

### *LILIUUM AURATUM PLATYPHYLLUM.*

An improved form of the well-known Auratum. The flowers are similar in color, but very much larger and the plant is a much more vigorous grower.....

Each	3 for	Doz.
\$0.50	\$1.35	\$5.00

### *LILIUUM AURATUM* (Gold Banded Lily).

One of the finest of all. Flowers white, dotted crimson, with a clear golden band running through the center.

First Size Bulbs .....  
Mammoth Bulbs .....

.35	1.00	3.50
.50	1.35	5.00

### *LILIUUM SPECIOSUM.* Among the best and most satisfactory of the Japanese Lilies. Flowers are beautifully recurved on stem and as buds open from bottom of stem first, gives an extra long season of bloom.

*Album.* Pure glistening white.

*Magnificum.* Rosy white overlaid and spotted with crimson.

*Melpomene.* Similar to Magnificum, only a darker shade of crimson.

First Size Bulbs of above 3 varieties....  
Mammoth Bulbs of above 3 varieties...

.35	1.00	3.50
.50	1.35	5.00

## Bulbs for Fall Planting

(Cannot be Supplied for Spring.)

When the snow has gone and the eye hungers for the first sign of Spring, nothing supplies so much satisfaction as a bed of bright colored, early-flowering Tulips. Tulips are easy to grow. The important thing is to cover with five inches of earth, and to provide good soil below in which the roots may develop. Varieties and prices differ greatly. We have selected a list of choice varieties which we offer to our customers. We supply only the strong, No. 1 bulbs.

# The *Gladioli Book*

—THE FLOWER BEAUTIFUL

## *Darwin Tulips*

Too much cannot be said in praise of the Darwin class of Tulips. They excel in brilliancy of color, with perfectly formed, large flowers, and tall, strong stems. For striking effect, when planted in the border or in clumps amongst shrubbery, they cannot be excelled. Flowering as they do in May, they give a continuation of bloom after the Early Flowering Tulips have finished, right up to the time the peonies and other early flowering plants start to bloom.

		Doz.	100	1000
<i>BARONNE DE LA TONNAYE.</i>	Bright rose, margined blush rose; large flower; splendid bedder .....	\$0.60	\$4.25	\$38.00
<i>BARTIGON SCARLET.</i>	Fiery scarlet; one of the showiest of all.....	.75	5.50	50.00
<i>BLEU AIMABLE.</i>	Soft bluish lilac, fine large flower .....	.70	5.00	45.00
<i>CENTENAIRE.</i>	Fine violet-rose .....	1.35	10.00	90.00
<i>CITY OF HAARLEM.</i>	Giant vermillion-scarlet; large blue-black base .....	3.00	20.00	
<i>CLARA BUTT.</i>	Clear self-colored salmon-pink; excellent forcer and bedder .....	.55	3.75	34.00
<i>DREAM.</i>	Beautiful lilac .....	.65	4.50	40.00
<i>EDMEE.</i>	Rosy pink; large flower .....	.75	5.35	48.00
<i>EUROPE.</i>	Glowing salmon-scarlet shaded rose .....	.75	5.35	48.00
<i>FARNCOMBE SANDERS.</i>	Fiery rose, scarlet inside, vivid cerise-scarlet with white center marked blue; good forcer and bedder .....	.70	5.00	45.00
<i>GLOW.</i>	Dazzling vermillion-scarlet, white base with blue markings .....	.75	5.35	48.00
<i>GRETCHEN.</i>	Silvery pale rose flushed white, inside soft pink with white center marked blue .....	.55	3.75	34.00
<i>HARRY VEITCH.</i>	Dark brown-red.....	.70	5.00	45.00
<i>KATE GREENAWAY.</i>	White, slightly flushed lilac-rose; late blooming.....	.60	4.25	38.00
<i>KING HAROLD.</i>	Deep purple-red with white base .....	.70	5.00	45.00
<i>LA TULIPE NOIRE.</i>	Deep maroon-black .....	.75	5.50	50.00
<i>LOVELINESS.</i>	Soft carmine-rose; good forcer and bedder .....	.60	4.25	38.00
<i>MADAME KRELAGE.</i>	Bright lilac-rose margined pale silvery rose; inside soft rose-pink .....	.75	5.50	50.00
<i>MASSACHUSETTS.</i>	Vivid pink with white center .....	.75	5.35	48.00
<i>MRS. POTTER PALMER.</i>	Glowing purple .....	.65	4.50	40.00
<i>PAINTED LADY.</i>	Creamy white, faintly tinged soft heliotrope when opening....	.55	3.75	34.00
<i>PRIDE OF HAARLEM.</i>	Bright carmine-rose; fine blue base; extra large flower..	.55	3.75	35.00
<i>PRINCESS ELIZABETH.</i>	Soft lilac-rose.	1.20	8.00	75.00
<i>PROF. RAUWENHOF.</i>	Cherry-rose, blue base .....	1.00	6.50	60.00
<i>PSYCHE.</i>	Soft rose .....	.55	3.75	35.00
<i>SIERAAD VAN FLORA.</i>	Rich rosy red..	.75	5.35	48.00
<i>REV. H. EWBANK.</i>	Lilac-mauve, white base .....	.65	4.50	40.00
<i>THE SULTAN.</i>	Rich maroon-black .....	.55	3.75	34.00
<i>WM. COPLAND.</i>	Lavender-blue; earliest forcer of all .....	.75	5.35	48.00
<i>WHITE QUEEN.</i>	Lovely soft white slightly tinged blush .....	.65	4.50	40.00
<i>WM. PITTS.</i>	Deep scarlet tinted purple...	1.20	8.00	75.00
<i>ZULU.</i>	Purple-black, egg-shaped flower...	.65	4.50	40.00
<i>DARWIN TULIPS MIXED.</i>	Extra fine..	.50	3.50	30.00

# The Gladioli Book

—THE FLOWER BEAUTIFUL

## Peonies

These superb flowers, so hardy and easy of culture, should be in every garden. They differ from the Iris in that they require several years before coming to their best, yet once established, thrive for many years without moving. They are perfectly hardy, requiring no protection even in the most severe climate.

While many are planted in spring, planting in September to November saves a year's time, and the root suffers less. A good rich soil is essential, using bone meal as a fertilizer, avoiding fresh manure. An important point to observe is that Peonies should not be planted too deep. Place the roots so that the crowns are covered with 2 inches of soil—no more.

We offer the following list of the best thoroughly tested varieties, 3 to 5 eye strong field grown roots, for convenience arranged under color and in the approximate order of blooming, earliest at the top.

### WHITE

<i>FESTIVA MAXIMA.</i> Large globular flowers, flecked with crimson; fragrant. Most popular white.	Each, 75c; Per 100, \$60.00
<i>DUCHESS DE NEMOUR.</i> Superb and fragrant bloom with sulphur tinge to collar.	Each, 75c
<i>QUEEN VICTORIA.</i> Free, clustered bloom, fragrant. "One of the best everyday whites."	Each, 75c
<i>COUROURNE D'OR.</i> Semi-rose type with ring of yellow stamens. Waterlily fragrance.	Each, 75c
<i>MARIE LEMOINE.</i> Strong and vigorous. Bloom in clusters. Latest and excellent for cut flower market.	Each, \$1.00

### LIGHT AND DARK PINK

<i>EDULIS SUPERBA.</i> Strong grower, free bloomer, and very fragrant. Excellent for cut flowers. Rose pink.	Each, 75c
<i>MONS. JULES ELIE.</i> Large free, lilac rose bloom. A universal favorite.	Each, \$1.50
<i>ROSE D'AMOUR.</i> Large medium compact, globular flower. Soft hydrangea pink color, long, strong stems, fine fragrance. Bomb type.	Each, \$1.00
<i>ZOE CALOT.</i> Very large; soft pink tinted lilac; fragrant, free bloomer.	Each, 75c

### RED

<i>RUBRA OFFICINALIS.</i> Earliest and most brilliant red Peony, not very double.	Each, \$1.50
<i>ADOLPHE ROUSSEAU.</i> Semi-double brilliant garnet bloom. One of the best early reds.	Each, \$1.50
<i>FELIX CROUSSE.</i> Ruby red, large, compact, fragrant bloom. The most dependable red for cutting.	Each, \$1.25
<i>KARL ROSENFIELD.</i> Brilliant velvety crimson, compact bloom. A favorite.	Each, \$2.25
<i>RUBRA SUPERBA.</i> Deep rose carmine, fragrant bloom. Considered best of very late reds.	Each, \$1.25

### PEONIES UNDER COLOR

<i>UN-NAMED WHITES</i>	Each, 50c; Doz., \$5.00
<i>UN-NAMED PINKS</i>	Each, 50c; Doz., \$5.00
<i>UN-NAMED REDS</i>	Each, 65c; Doz., \$6.50

For those who wish a show of flowers without regard to color, we can supply strong, three year, field grown roots, including many choice sorts.

10 for \$5.00; 100 for \$40.00

# *The Gladioli Book*

—THE FLOWER BEAUTIFUL

THE following advertisements are a few of the ones you will find printed in the leading magazines. All bulbs offered are of blooming size.

## **GLADIOLI**

*"THE FLOWER BEAUTIFUL"*



**50** CHOICE MIXED BULBS,  
full blooming size, 10 varieties and colors, postpaid for only . . . **\$1.00**

**25** GLADIOLI BULBS NO TWO ALIKE, all colors of the rainbow, mailed postpaid for only . . . **\$2.00**

### **Special Bulb & Plant Offers**

Six Canna, best varieties	-----	\$1.00
Five Hardy Phlox, 5 varieties	-----	1.00
Five Iris, 5 choice varieties	-----	1.00
Eight Tuberoses, everblooming	-----	1.00
Five Dahlias, California large flowered	---	1.00

Any above offers sent postpaid. Illustrated Bargain Book of Gladioli and other bulbs and plants FREE.

### **WILDHAGEN BULB FARMS**

**Box 554    WATERLOO, IOWA**

100 Crocus Mixed ..... 1.00

**WILDHAGEN BULB FARMS**

**Box 554**

**Waterloo, Iowa**

The above bulb offers are made for September delivery. Order your bulbs any time from now until that time.

# *Dutch Bulbs*

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*Get Your Name in For Our Fall  
Catalog of  
Tulips, Hyacinths  
and Narcissus*

*Ready About August 15*

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*Wildhagen Bulb Farms  
Waterloo, Iowa*



